

Diploma in Applied Travel and Tourism

Nouveau Tourism – Assessment/Marking Guide

Activity: As part of a promotional package which will help to attract your peers (in this case - people your own age) to volunteer their services in a voluntourism role. Choose a medium (from the examples provided) in conjunction with a voluntourism programme already running in the geographical area you have been assigned or individually chosen.

Student Name: _____

Task 1 & 2: Students must choose a mode of promotion and complete this as per the instructions on the task.

Choice made: _____

- a. Is the promotion visually pleasing?
 - Text – too much?
 - Use of colour/black and white
 - Background images
 - Film
 - Does it contain links
 - Is the sound of a good quality

- b. Does it introduce the concept of voluntourism?
 - Generally or specific to programme chosen

 - Explained clearly

- c. Does it use persuasive reasoning, argument?
 - Use of emotive language/pictures
 - Question/answer sequence
 - Real life experiences provided
 - Particular angle used

- d. Does it contain relevant information pertaining to the voluntourism programme?
 - Specific
 - facts about travel, costs, accommodation, length of programme
 - examples of success of programme to date
 - authenticity of programme

- e. Has it been written / filmed in a manner reflective of the peer group being targeted?

Task 2: An existing volunteer programme is chosen from the regions supplied and used as a resource to assist with the promotion in Task 1.

- a. Region chosen

- b. Legitimate programme chosen (named) and URL provided

Task 3: Provide an executive summary which gives a detailed description of your promotion choice (task 1) and the rationale behind your choice.

- a. Reason why promotion choice made
 - is explained rationally?
 - how will it be distributed?
 - has it been executed well?

- b. Does the description/explanation provided, adequately relate to persuasive argument in the promotion choice for the target market (peers)?

- c. Are the promotional messages clearly identifiable?
- Is the video/blog presented in a logical sequence?ling then information
 - Is the promotional message identified
 - Does the promotion sell the concept as well as inform?

* Was all work clearly referenced?

Result:

Comment:

Resubmission Date: